

TIME

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NEWSPAPERS

What to Read in the Cow Palace

As the site of a national political convention, San Francisco offers many advantages—which may be why the Republican Party has chosen it twice in eight years. Its precipitous hills produce women long and firm of limb. It abounds with good hotels, fine restaurants and postcard vistas. It also fields three dailies favorably disposed to the Republican cause: Hearst's morning Examiner, the morning Chronicle, and Hearst's evening News Call Bulletin. To this triad must be added a fourth: the Oakland Tribune, published just across the bay by former Republican U.S. Senator William Knowland. But if delegates to next week's convention depend on the four dailies for comprehensive accounts of their activities, they may be disappointed.

Hearty Cheers. Most popular and most successful is the Chronicle. Once a sobersided copy of the New York Times, the paper took a new tack toward entertainment in 1955 under the direction of Executive Editor Scott Newhall and Publisher Charles de Young Thieriot, a descendant of the paper's founders. The two men filled their pages with columnists, both syndicated and local, until the census peaked at 53. Columnists now cover everything from veterinary medicine (Dr. Frank E. Miller) to sex (Count Marco, a local beautician), frequently at the expense of news.

The Chronicle has pledged blanket convention coverage: Count Marco, for example, taking note of the convention site, the Cow Palace, announced plans to examine the herd of delegates and delegates' wives in search of cows. Editorially, the paper greeted Bill Scranton's entry with hearty cheers.

Decent & Dull. Second-ranking daily is the Examiner, which was William Randolph Hearst's pedestal paper, and which still styles itself, somewhat anachronistically, as "Monarch of the Dailies." Having surrendered its circulation lead to the Chronicle in 1961, the Examiner now lags far behind, 293,000 to 330,000, and has lost spirit. Successive waves of new editorial management, all rolling in from Hearst headquarters in New York, seem to have improved nothing but the Examiner's morals: the paper no longer prints cheesecake, and its trucks now proclaim: "Decency—A Family Newspaper." The Examiner's editorial policy is set in New York, where Editor in Chief William Randolph Hearst Jr. has dis-

played a preference neither for Goldwater nor for Scranton but for Henry Cabot Lodge: "Don't be surprised if many delegates turn to the handsome and experienced politician-diplomat."

Hearst's other San Francisco paper, the evening News Call Bulletin, is a blend of unprofitable competitors. Despite its monopoly of the afternoon field, the News Call Bulletin has slipped in circulation until it is not appreciably larger than the Pacific Coast Edition of the Wall Street Journal. Nevertheless, Editor Thomas Eastham plans to deploy a convention force of 25—some 18 more than the Examiner—by drafting his TV critic, a reporter whose normal assignment is the Parks and Recreation Department, and anyone else at hand.

Little Interest. It is William Knowland's Oakland Tribune that may quite possibly be the most thoroughly read local paper in the Cow Palace. The Tribune gave its heart to Barry Goldwater months before the California Republican primary, and has since published scores of editorials calculated to make pleasant reading for the 700-odd delegates who plan to arrive more or less in Goldwater's pocket. Sample Tribune comment: "Because Senator Goldwater is the one candidate who can capture large chunks of Democratic votes without conceding to the Democrats more than a handful of GOP votes, he is the obvious choice for the minority party." Goldwater has remained the Tribune's choice through thick and thin. It classified Pennsylvania Governor William Scranton's last-minute arrival onstage as "a late and vain challenge" and "an exercise in futility."

Outside of that, the Tribune should offer little of interest to political tourists; it is preoccupied with local bond issues, civic development and a current crusade to get Oakland a professional football team.

Covering St. Augustine

It is almost an axiom of the integration struggle in the South: wherever a city's newspapers have pitched in to help, wherever editors and publishers have worked to stretch the limits of local tolerance, there has been a minimum of violence. In St. Augustine, Fla., the Record is a modest little daily (circ. 7,000) with more modest ambitions. It has tried to ignore the South's biggest story, on the hopeful assumption that if nobody pays any attention, the race problem just might go away.

After a fashion, this policy worked for years. St. Augustine had no race trouble to speak of, and when it did,

the Record barely spoke of it: last October, when the first lunch counters were integrated in St. Johns County, of which St. Augustine is the seat, the Record gave the incident 1½ in. on an inside page. But last April the South's biggest story also became the biggest story in St. Augustine. That was the month that the civil rights movement enveloped the city.

Leaning Backward. Demonstrations, riots and violence have been the order of the day ever since. But "for a long time we didn't even mention the situation," says Record Editor Harvey Lopez. This posture proved unworkable, especially after one of the arrested picketers turned out to be Mrs. Malcolm Peabody, mother of the Governor of Massachusetts (TIME, April 10). The news flashed out of St. Augustine on all the national wires, and reluctantly the Record played the story on Page One—but beneath a studiously uninformative headline: MORE ARRESTS MADE AS DEMONSTRATIONS CONTINUE HERE.

That headline symbolizes the Record's dilemma. As a newspaper, it has begun at last to give St. Augustine's civil rights movement the news prominence it deserves. Record accounts of local violence now appear where they belong, on the front page. But as a newspaper with segregationist sympathies, the Record bends over backward to accommodate what it considers the right side of the story.

Negroes are generally referred to as "Negro demonstrators"; the St. Augustinians who swing clubs against them are called "white citizens." Mayor Joseph Shelley's press conferences are covered in full; the press conferences of

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Dr. Martin Luther King Jr., leader of the demonstrators, are not reported at all. After whites and Negroes fought bloodily with clubs and fists in a local motel pool, the Record dusted off the same headline that it had used on the arrest of Mrs. Peabody: MORE ARRESTS MADE AS DEMONSTRATIONS CONTINUE.

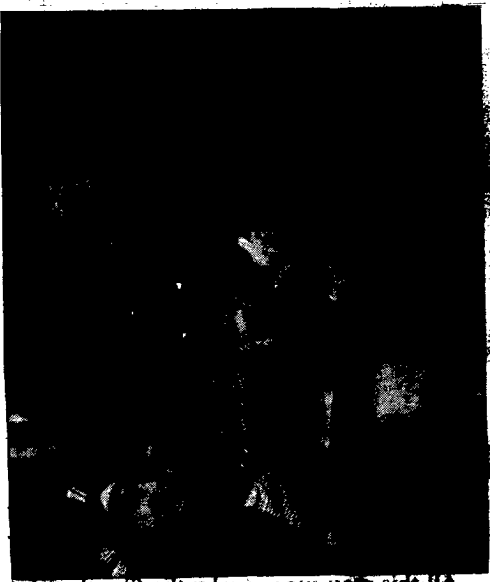
Keeping Silence. "Rumors are persistent," the paper reported recently, "that local Negro citizens and leaders do not approve of racial demonstrations here." After a Florida Beverage Department official had the temerity to beat up a white man who was beating up a Negro, and then got away before infuriated rednecks identified him, the Record obligingly printed his badge number. State police, fearing reprisals, hustled the man out of town.

To preserve neutrality, the paper has embargoed such coverage as action photographs ("showing pictures of violence just adds fuel to the fire") and does not run copy that is considered inflammatory. Says A. H. ("Hoop") Tebault Jr., 29, who took over the paper after his father's death last year: "We are in favor of local problems being solved locally."

Editorially, the Record has hammered on this theme: that trouble would subside if only the agitators would get out of town. "We have no intention of taking an active hand in the situation," Tebault says. "First, because there is no single solution. Second, because for a paper to become committed, it would have to take a stand that could be interpreted as favoring one side over another." Adds Editor Lopez: "The only way this thing can be settled is for Dr. King to withdraw and let us work it out among ourselves."



ANDY SCHNEIDER
PUBLISHER, TEBALT
For the Record, a daily dilemma.



DENNIS GALLO
OAKLAND BOOSTER KNOWLAND
pledge of blanket coverage.